



DEPARTMENT OF ENVIRONMENTAL QUALITY
Policy and Procedures

**SUBJECT: Development and Distribution of Electronic
Training Modules**

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ISSUE:

Electronic training modules should be utilized by the Department of Environmental Quality (DEQ) to educate both entities subject to environmental regulations and DEQ staff. To ensure consistency in their development and distribution, it is necessary to establish procedures for DEQ staff.

DEFINITION:

For purposes of this policy, an "electronic training module" is information on a specific regulation or program topic delivered through an electronic format that can include the Internet, CDs, DVDs, and other portable devices. Examples include an online tutorial of how to complete an air permit application, a CD containing an explanation of the waste manifest requirements, or an instructional video.

POLICY:

The Department encourages the use of electronic training modules when appropriate. The Environmental Science and Services Division (ESSD), Environmental Assistance Program (EAP) will coordinate and assist other DEQ programs in their development and deployment, according to the following procedure. All electronic training modules will be reviewed by the EAP to ensure consistent format and delivery and adherence to the provisions of this policy.

PROCEDURE:

Pre-Production

Step 1 – Completion of the Electronic Training Module Request Form

The requesting DEQ program (Program) will initiate the process by completing the "*Electronic Training Module Request Form (EQP 3587)*." See Attachment I. This exercise will help the Program determine if an electronic training module is the appropriate tool to accomplish their outreach objective.

Step 2 – Initial Meeting

Upon receiving the completed EQP 3587, the EAP will schedule a meeting with the appropriate Program staff who will develop the training. The meeting will consist of the following: review of the steps listed below, a presentation by the EAP on how to create training modules using

Camtasia Studio (www.techsmith.com/camtasia.asp) or other appropriate software, and a review of the DEQ guidance entitled “*Developing Effective PowerPoint Presentations*.” See Attachment II.

It is important that all PowerPoint presentations developed by Department employees and intended to be used in an electronic training module have a consistent DEQ branding identity. Therefore, all PowerPoint presentations used in the modules will be reviewed by the EAP. Templates have been designed to provide basic format, grids, and type styles for producing DEQ PowerPoint presentations. The templates can be found on the DEQ Intranet under “Agency Info/Communications Toolkit/Training Materials.”

The EAP and the Program will agree to a timeline, draft a marketing plan, and clearly delineate respective responsibilities of the Program and EAP.

Program Responsibilities:

- Create text for PowerPoint presentation.
- Create PowerPoint slides according to “*Developing Effective PowerPoint Presentations*” guidance document.
- Provide script for each PowerPoint slide.
- Obtain video, pictures, special graphics, and sound to be used in training (optional).
- Narrate session (optional).
- Develop and implement marketing plan.

EAP Responsibilities:

- Overall project management.
- Final editing of PowerPoint slides and script.
- Narrate session (as needed).
- Place files on the Online Learning Web site (as needed).
- Order CDs (as needed).
- Develop and implement marketing plan.

Production

Step 3 – First Production Meeting

The EAP will review the draft PowerPoint slides and speaker script and provide feedback and suggest changes to the Program. The EAP’s review will only focus on clarity of the message and aesthetics of the presentation.

Step 4 – Second Production Meeting

The PowerPoint slides and script will be finalized.

Step 5 – Recording of Training Module

The EAP will set up a conference room with a laptop computer and microphone to record the training module. The EAP will do the narration unless the Program chooses to do so.

Step 6 – Final Editing

The Program will view the training module and provide feedback to the EAP. The EAP staff will edit the training module to ensure good sound quality. Editing will also include the addition of other features such as music, captions, hyperlinks, transition effects, as well as the creation of an interactive menu.

Post Production

Step 7 – Post Electronic Training Modules on the Web and/or Record onto CDs or DVDs

The ESSD's Web Coordinator will post the files on the Online Learning Web site. If the module will be copied to CD or DVD, the EAP will contract the work to DMB's Print and Graphic Services.

Step 8 – Announcement


Based upon the information provided in Step 1, the EAP will work with the Program to announce to targeted audiences that the electronic training module is available.

Step 9 – Evaluations

Using e-Michigan's Survey Builder, the EAP will create an online survey that can collect feedback from the people viewing the module. Survey Builder is currently being used for obtaining feedback on all DEQ workshops.

Step 10 - Periodic Review of Electronic Training Modules on the Web

On a frequency determined by the Program, the EAP will notify the Program that a review of the training or presentation must be performed to determine if changes are required or the shelf life of the module has expired. If changes are required, the Program will follow the procedures starting with Step 3.

Approved:  Date: 1-30-09

Attachment I



Michigan Department of Environmental Quality
Environmental Assistance Program

Electronic Training Module Request Form

Contact Person:	Phone Number:	E-mail Address:
Division:	Section:	Unit:
Describe the information and message you want conveyed in the electronic training module. Cite underlying regulations.		
What measurable goal do you want the electronic training module to accomplish (e.g. educate 300 auto body shops on their environmental regulatory obligations)?		
Have you considered outreach strategies for conveying this message (e.g. fact sheets, live workshops)?		
Who is the primary customer you are trying to reach? Include any secondary customers.		
What trade and/or professional associations do the customers belong to?		
What technical staff do you have available to develop the presentation and script? Who will be the lead technical person?		
Have you obtained management approval to proceed? <input type="checkbox"/> Yes <input type="checkbox"/> No		

Please submit to:

James Ostrowski
Environmental Assistance Program
Environmental Science and Services Division
ostrowskij2@michigan.gov
(517) 241-8057

**Michigan Department of Environmental Quality
Environmental Science and Services Division**

Guidance on Developing Effective PowerPoint Presentations

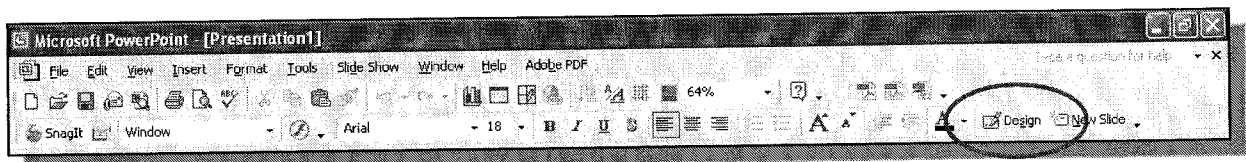
Department staff will often need to use Microsoft® PowerPoint® to develop a presentation. While some staff members are well-versed in the use of this software, others have little experience using this application. To ensure that PowerPoint presentations are consistent and effective, staff should follow the guidelines below when developing a presentation.

DEQ Branding

- Every presentation should include a title slide that includes, the name of the presenter(s), the Department name and relevant contact information (i.e. phone number and e-mail address). It is recommended that the main DEQ homepage address (www.michigan.gov/deq) be included as well as the Environmental Assistance Center phone number (800-662-9278).
- The DEQ logo should always appear on the title slide as well as the final slide. Staff should include the DEQ logo on other slides within the presentation where appropriate. Variations of the DEQ logo can be found in the following directory U:\DEQ Digital Images\DEQ Logos. It is recommended that the .JPG versions be used to reduce file size.
- Several basic PowerPoint presentation templates that meet the DEQ branding and formatting requirements can be found on the DEQ Intranet under “Agency Info/Communications Toolkit/Training Materials.”

Colors

- Dark backgrounds with light text work best for projection.
- Good background colors -
 - Dark blue
 - Dark green
 - Dark wine or burgundy
 - Dark purple
- Good text colors -
 - Bright or pale yellow
 - White
 - Off-white
- Avoid red and blue text.
- Textured backgrounds can look nice, but make sure that the text is still readable from 15 feet.
- PowerPoint includes a number of preselected backgrounds and text designs that can be used and are effective. Access the templates by clicking on the “Slide Design” button located on the tool bar (see image below).



Text Size

- Title text should be at least 40 point (larger is sometimes better).
- 1st level bullet text should be at least 32 point.
- 2nd level bullet text should be at least 28 point.
- Try not to go below 28 point text unless your audience is small and will be sitting close to the screen.
- If all of your text cannot fit onto the screen using these sizes, it is recommended that you eliminate some of the text or break the slide into more than one slide.

Text Style

- Use fonts that are easy to read from a distance (e.g. Sans serif, Arial, Verdana, Tahoma, and Comic Sans).
- No more than two types of fonts should be used.
- Bold all words.
- Use a text shadow (not an object shadow) set to black.
- Decide on title case or sentence case and remain consistent.
- If you want to emphasize a word or point:
 - *Italicize it*
 - Make it a larger font size
 - Use the color of your title text
- Italics should be used sparingly. Italics can be used for quotes, highlighting thoughts or ideas, for books, journals, magazine titles, etc.
- Sentence style or initial caps are preferred. All caps are not to be used.
- Do not underline words – use italics instead.

Bullets

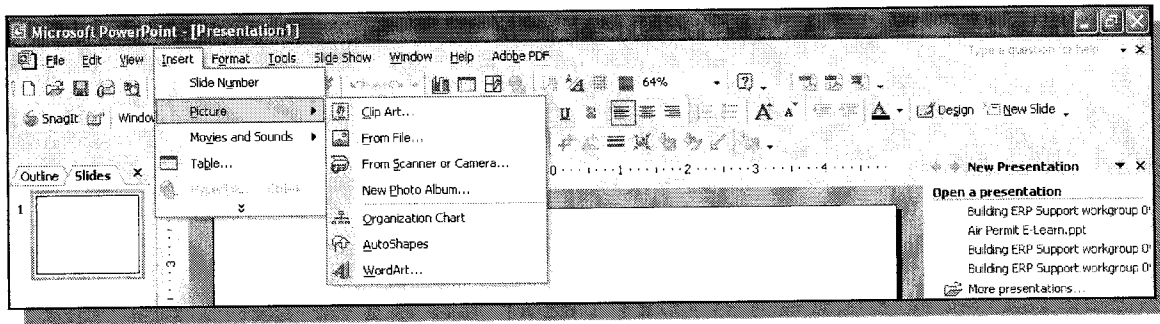
- Each bullet should be kept to two lines. If the text is crowded, the audience will not read it – reading speed does not match listening speed; hence, text-heavy slides are confusing instead of reinforcing.
- Put periods at the end of bullets except at the end of a quote.
- Use bullets as an outline for talking points.
- Use bullets to give additional information you do not mention.
- The number of bullets on a slide should be limited to six – four if there is a large title, logo, graphic, etc.

Format

- Do not use text verbatim from your speech – audiences don't like being read to.
- Verification of consistency (parallelism) in content (a list of actions should start with verbs), fonts and colors, and formatting also should be consistent across all slides.
- Divided words at the ends of lines should be avoided.
- Everything should be in alignment. Be conscious of every element placed on the page.

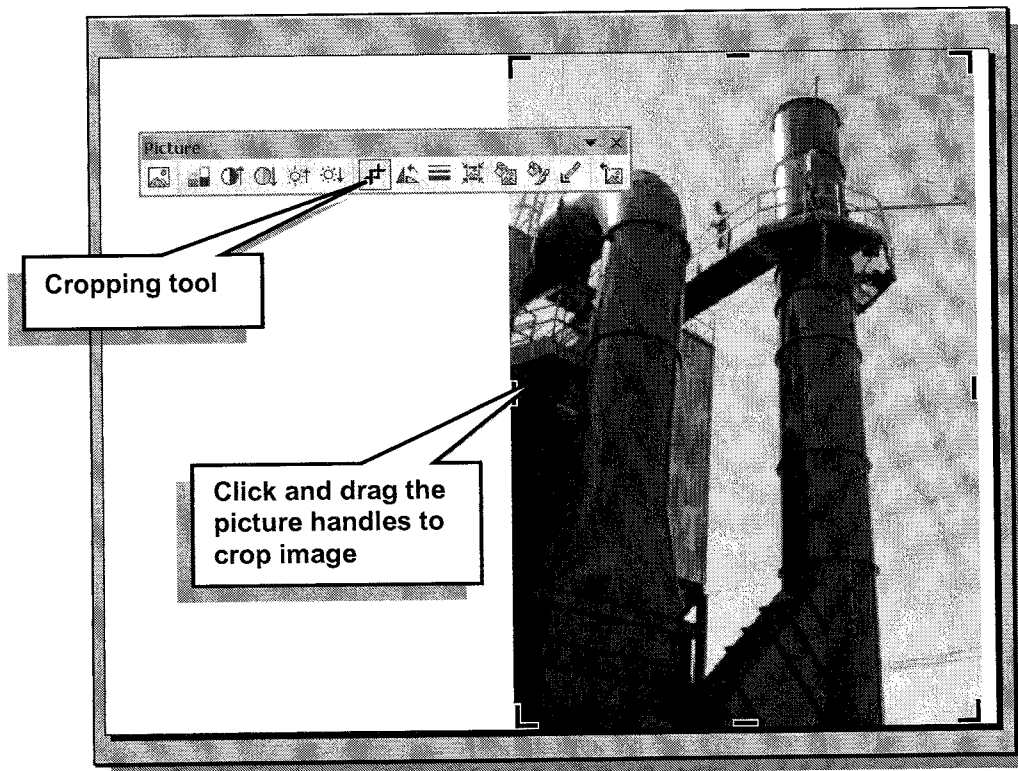
Graphics

- Clipart can add to your slide when a photo is not available; however, using it too much can diminish the quality and integrity of your presentation. Try to avoid animated clipart as this will distract from the focus of your presentation.
- Photos are usually more effective than clipart especially if they relate specifically to the point you are trying to make. For example, if you are discussing the proper way to label a drum of hazardous waste, show an actual photo of a properly labeled drum. Be sure to use clear, bright photos.
- To insert a photo or clip art, go to "Insert" on the menu bar and select "Picture" (see image on the next page).



Best Practices for Graphics

- DO use .JPG for photos and .GIF for art.
- NEVER enlarge an optimized image.
- DO resize your images to fit your space. To resize the image equally on all sides hold down the “SHIFT” key while clicking on the corner handle of the picture and dragging. This will increase or decrease the image height and width equally and reduce distortion.
- DO optimize for file size and quality.
- DO make sure that any text that is placed on top of a graphic is readable when projected to an audience. If using a graphic as a background make sure the text color and type you choose provides enough contrast, so as to be readable from a measurable distance. Yellow text with a shadow is most effective on a variety of photos.
- DO crop for design and illustration. To crop an image, select the cropping tool from the picture toolbar (see image below).

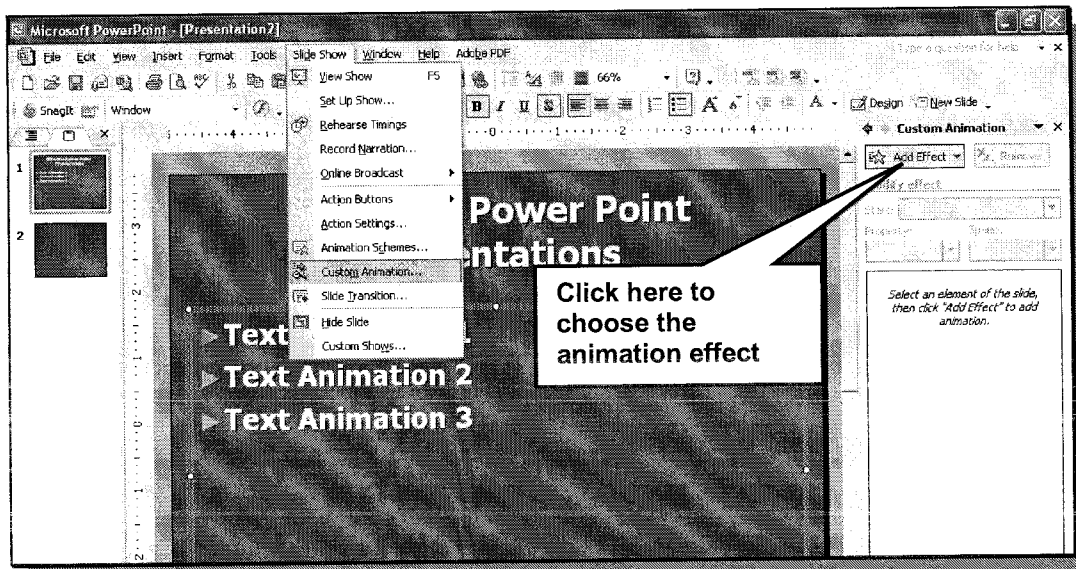


Animation

- Animation of text and images can increase the effectiveness of your presentation if done properly; however, if you do not practice and become familiar with the animations that you

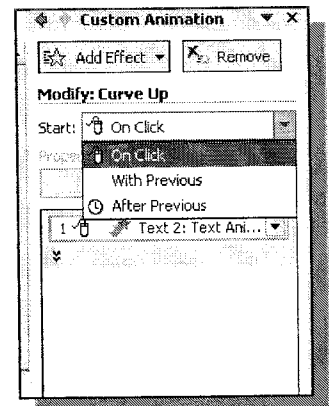
have added before the presentation, it can detract from the message and make you look unprepared.

- To add animation to your text or image select “Slide Show” from the menu bar then “Custom Animation” (see the following image).



Best Practices for Animation of Text and Graphics

- Select the animation you are comfortable with by customizing the speed at which the animation occurs and whether the effects happen automatically or upon clicking your mouse. If you are likely to forget to click the mouse to initiate an animation, it is best to either not animate the text or set it to automatically occur. This can be done in the animation pane (see image at right).
- Rehearse! It is vital that you are aware of all animation in your presentation. Forgetting to animate text or images you've added, or misplaced animation, can greatly distract from your presentation and make you look unprepared.



Most Important Rule for Effective PowerPoint Presentations

Prepare and Rehearse!

Remember that PowerPoint is just a tool to enhance your presentation and highlight the points you are trying to make. Your presentation will be ineffective if you are not prepared and comfortable with the slides you have developed. Develop a script, time yourself, and practice!

If you need help with the development of a PowerPoint presentation or would like someone to provide constructive feed back on your presentation, please contact the DEQ Environmental Assistance Program at 517-373-0607.

Note: Some of the PowerPoint tips contained in this document were taken from the Michigan Department of Natural Resources' Policy & Procedures 12.03-01 –DNR PowerPoint Presentations (Issued: 05/24/2005).